

Message Text

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ACTION EUR-12

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USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS BONN 00602

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: FY 76 CCP - SECOND QUARTER PROGRESS REPORT

1. ALL CAMPAIGN ACTIVITIES/OBJECTIVES SUBSTANTIALLY
ON TARGET EXCEPT:

CAMPAIGN 1.2: DESPITE 225 KPC'S (VS. GOAL: 125) AND
12,600 SYSTEMS '75 VISITORS, THE OFF-THE-FLOOR AND NTM/E
SALES WERE \$18.4 MILLION (VS. GOAL: \$28.2). THIS WAS TO
BE EXPECTED HOWEVER, SINCE LESS THAN HALF OF THE U.S.
PARTICIPANTS WERE NTM/E FIRMS. THE AGENCY AGREEMENT
GOAL OF 15 WAS NOT ACHIEVED FOR THE SAME REASON. THERE
WERE 9 AGREEMENTS AT S YSTEMS BUT 32 ARE STILL PENDING.
TOTAL SALES FOR THE EVENT WERE IMPRESSIVE HOWEVER,
\$65.3 MILLION.

CAMPAIGN 1.6: THE INDUSTRIAL PROCESS CONTROL TRADE
CENTER SHOW PRODUCED \$8.1 MILLION IN OFF-THE-FLOOR AND
NTM/E SALES (VS. GOAL: \$1.8), THUS FAR EXCEEDING CCP
REQUIREMENTS. THERE WERE NO AGENCY AGREEMENTS SIGNED,
ALTHOUGH 29 ARE UNDER NEGOTIATION.

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2. ALL NON-CAMPAIGN GOALS WERE ACHIEVED EXCEPT:

FTI ENTRIES WERE AGAIN DURING THIS QUARTER WELL BELOW THE CCP TARGET, AND STAND PRESENTLY AT 465 (VS. GOAL:1252). HOWEVER, CONSIDERING THE COVERAGE ALREADY GIVEN GERMANY IN THE FTI, NEW ENTRIES MAY SIMPLY BE DIFFICULT TO FIND. WTDR SUBMISSIONS EXCEEDED THE TARGET, 382 VS. A GOAL OF 290.

3. TO'S IN ALL AREAS WERE PHENOMENALLY HIGHER THAN CCP GOALS. IN THE NON-CAMPAIGN AREA THERE WERE 584 TO'S (VS. GOAL: 220), AND IN ALL THE CAMPAIGNS TO TOTALS MET OR EXCEEDED CCP GOALS. THE MOST IMPRESSIVE TO TOTAL WAS IN THE CONSUMER GOODS CAMPAIGN WHERE 307 TO'S WERE SUBMITTED (VS. GOAL: 20). TOTAL TO'S FOR ALL OF GERMANY STAND AT 1223 THROUGH DECEMBER 31. THE RESULTS OF THE LATEST TO QUALITY STUDY SHOULD PROVIDE SOME IDEA OF THE VALUE OF THIS LARGE NUMBER OF OPPORTUNITIES REPORTED.

4. CAMPAIGN 2.2: REVERSE INVESTMENT:

INVESTMENT RELATED ACTIVITY CONTINUED AT A HIGH PACE THIS QUARTER. THROUGH DECEMBER 31, 153 REVERSE INVESTMENT/LICENSING/JOINT VENTURE OPPORTUNITIES WERE REPORTED (VS. GOAL: 20). SOME INSIGHT INTO THE MOTIVES BEHIND THIS INTEREST WAS CONTAINED IN BONN'S A-570.

5. 13 BSP'S WERE HELD THROUGH DECEMBER 31, 10 IN THE SECOND QUARTER. WHILE NOT ALL CAMPAIGN BSP GOALS WERE ACHIEVED, THE 13 HELD SURPASSED THE TOTAL GOAL OF 11. TOTAL OFF-THE-FLOOR AND 12-MONTH PROJECTED SALES WERE \$4,480,000, AND 58 SALES LEADS WERE DEVELOPED. APPROXIMATELY HALF OF THE SALES FIGURES ABOVE WAS IN THE CONSUMER GOODS AREA.

6. 16 SPRECHTAGE HAVE BEEN HELD THROUGH DECEMBER 31, 15 IN THE SECOND QUARTER. THESE EVENTS HAVE PRODUCED 341 TO'S, ONE FOURTH OF GERMANY'S TO TOTAL, 77 LICENSING OPPORTUNITIES, 17 RLO'S, AND 15 RIO'S (2/3 OF OUR TOTAL OF 153). SPRECHTAGE CONTINUE TO PRODUCE UNCLASSIFIED

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SIGNIFICANT RESULTS AND ENABLE THE MISSION'S PROMOTIONAL EFFORT TO PENETRATE IMPORTANT GERMAN INDUSTRIAL AREAS OUTSIDE THE IMMEDIATE CONSTITUENT POST LOCALITY.

HILLENBRAND

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